

INTERNATIONAL CONGRESS OF ZOOKEEPERS (ICZ)

STRATEGIC PLAN

2024 – 2025





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Vision and Mission

Vision

The International Congress of Zookeepers is; A global network of zoo keepers contributing to the highest standard of professional animal care and the role of zoos today.

Mission

The International Congress of Zookeepers will contribute to the highest standard of professional animal care by;

- Continuing to build a global network of animal care professionals
- Supporting regional associations
- Facilitating the exchange of knowledge and skills
- Promoting professionalism via training and resource sharing
- Supporting keepers involved in conservation projects



Terms

For the purpose of this document the following terms were defined;

Zoo

“An establishment that maintains wild animals typically for conservation, education, research, and visitor engagement”.

This include but is not limited to: zoos, aquariums, dolphinariums, reptile parks, bird parks, conservation breeding centers, rehabilitation/rescue centers, safari parks, wildlife reserves/sanctuaries, insectariums/butterfly parks, bioparks and wildlife parks.

Zookeeper or Keeper

“An animal care professional working in a zoo”

Regional Association

“An organization for professional zookeeper association in a specific region. A region is defined by culture, language, or geography.”



Objective 1 – Continue to Build a Global Network of Animal Care Professionals

1.1 Facilitate a keeper conference every 3 years

We will facilitate a keeper conference every three years in different locations, with diverse programs and networking opportunities. The conference will be financially sustainable, and as affordable as possible. Scholarships will be offered as an opportunity to attend the conference.

1.2 Expand International Zookeeper Day

We will expand the participation in International Zookeeper Day, which we will celebrate a different theme annually on the 4th of October in recognition of the contribution of zookeepers worldwide. We will ensure it is recognized as an ICZ initiative and establish a supporting fundraising model.

1.3 Increase ICZ brand recognition

We will increase our reach and brand recognition by;
maintaining an engaging website with up to date content
expanding our social media presence
production of the quarterly newsletter 'Keeper Notes'
production of ICZ collateral with relative and current information

1.4 Respond to industry and community queries

We will position ICZ as a reputable organization to respond to industry and community queries.

1.5 Develop and nurture relationships with partners

We will ensure strong links with each ICZ member association and develop relationships with additional zoo keeping associations. We will develop MOU's with like-minded organizations, increase our sponsorship partners, facilitate twinning/sister zoo arrangements and nurture communications with our partners.



Objective 2 – Support Regional Associations

2.1 Cross promote member association events

ICZ (association) members will promote involvement in each other's events. All members will be able to attend events and purchase publications for member prices.

2.2 Promote and support new keeper associations

We will promote new keeper associations via initial assistance with formation, then subsequently the provision of resources, workshops, guest speakers and mentors.

2.3 Establish contacts in non-member associations

We will establish key contacts in non-member associations and provide assistance in areas without keeper associations when requested.

2.4 Increase impact via marketing and communication strategies

We will increase our reach and impact by developing a marketing strategy and enhancing our communication platforms.



Objective 3 – Facilitate the Exchange of Knowledge and Skills

3.1 Deliver practical skills and knowledge sharing events

We will hold a conference every three years and a workshop in non-conference years. We will explore opportunities to conduct regional workshops, encourage keeper-driven workshops and cross-promote (association) members events.

3.2 Provide reference material

We will develop and support publications and reference materials and provide access to digital resources.

3.3 Share member association news and journals

We will share newsletters, journals, association information and experiences amongst (association) members.

3.4 Develop social media communication

We will increase our presence on our current social media platforms and explore further platforms.



Objective 4 – Support Conservation Projects

4.1 Offer keeper conservation grant

We will offer an annual keeper conservation grant, of which we will seek sponsorship for financial support.

4.2 Offer keeper conservation grant

We will raise awareness for keeper-initiated conservation projects and provide opportunities for keeper involvement in these projects. We will motivate and inspire keepers to establish their own projects.

4.3 Generate funds for conservation through member associations

We will encourage our (association) members to generate funds for conservation.

4.4 Donate funds to a conservation project

We will donate an amount from each conference registration (and possible additional funds raised during the conference) to a conservation project.



Objective 5 – Operate a Professional Organization

5.1 Incorporation

We will meet government requirements for incorporation.

5.2 Budget

We will increase and sustain our core budget.

5.3 Documentation

We will update, develop and maintain all documentation as required to support operations and ensure suitable access, storage and archives.

5.4 Meetings

The steering committee will participate in regular email- and face-to-face meetings and will make decisions about the structure and memberships of the ICZ.



Appendix 1 – Current Steering Committee members

Board

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| • Lex van der Leije | Harpig Representative, President |
| • k # h | ° @ ° o k # |
| • Jocelyn Hockley | ASZK Representative, Treasurer |
| • Sara Steward | Executive officer, Secretary, Communications chair |

- | | |
|--------------------|--------------------------------------|
| • Victoria Snook | ABWAK Representative, Congress chair |
| • Melinda Schlegel | BdZ Representative |

General Steering Committee members

- | | |
|--------------------|-----------------------|
| • Flor | GACAS Representative |
| • Denise Luminelli | Independent SC member |
| • Benjamin | Independent SC member |



Appendix 2 – Development of the plan

In October 9 – 13, 2017, members of the ICZ Steering Committee (Appendix 1) met at Ocean Adventure, Subic Bay Philippines. Chris Banks, sponsored by Zoos Victoria, assisted the group in facilitating development of the ICZ Strategic Plan for 2018-2023.

This Strategic Plan (hereafter referred to as the plan) follows on from the previous plan covering 2009 – 2016, which was developed in Singapore. The steering committee aimed to simplify the plan having identified the strengths and weaknesses of the association over the past seven years.

Prior to the Subic Bay meeting, a questionnaire identifying strengths, weaknesses, opportunities and threats was circulated to all associations, ex-Steering Committee members and others that had been previously involved in the ICZ.